



Jack's

2023-24

PRODUCT CATALOG



ABOUT US

Jack's Hockey Wax

Elevating the Game with Premium Stick Wax

Founded in 2013 by two ambitious entrepreneurs on a college campus in western PA, Jack's Hockey Wax emerged from a shared passion for hockey and an unwavering determination to excel. As avid club hockey players, they embarked on a journey to revolutionize the industry and discovered the secret to the ultimate hockey wax.

Driven by their relentless pursuit of perfection, original owner Tony DiBiccaro dedicated countless hours to experimenting with stick wax recipes. Through meticulous trial and error, and even testing competitor's products, he honed his expertise to create a truly exceptional offering that raises the bar in performance and reliability.

At Jack's Hockey Wax, we understand the significance of a well-prepared stick in the game. Our premium stick wax is meticulously crafted to deliver unrivaled benefits on the ice. It enhances puck control, reduces

ice and snow buildup, and provides a superior grip that empowers players to take their game to new heights.

What sets us apart is our unwavering commitment to quality and innovation. Each batch of Jack's Hockey Wax is carefully handcrafted using the finest ingredients, ensuring consistency and maximum effectiveness. Our dedication to continuous improvement and customer feedback drives us to stay ahead of the competition and deliver a product that truly elevates your hockey experience.

Join the ranks of professional players, passionate amateurs, and hockey enthusiasts who trust Jack's Hockey Wax to enhance their performance. Experience the difference for yourself and unlock your full potential on the ice. Choose the wax that has been perfected through passion, expertise, and an unwavering commitment to excellence - choose Jack's Hockey Wax.

10 Year ANNIVERSARY



For over a decade, Jack's Hockey Wax has persevered, evolving its recipe to perfection and carving a niche as the premier stick wax brand. Our unwavering focus on wax has allowed us to refine our product, infusing it with delightful scents and character along the way.

Jack's Hockey Wax has become a trusted companion to professionals, amateurs, and players of all ages, from budding little tykes to seasoned veterans celebrating their 70th birthdays. Our wax made its mark in prestigious arenas, gracing the ice of the 2018 Olympics and serving as a proud sponsor of the Accuracy Shooting Challenge in the 2017 NWHL Women's All Star Game. We take pride in giving back, with donations to numerous youth and college programs,

nurturing the growth of the sport we hold dear.

The first ten years were a thrilling journey of experimentation, excitement, and enduring dedication. Looking ahead, Jack's Hockey Wax is poised to expand its footprint in the stick wax and hockey accessory market, continually pushing boundaries and setting new standards. Our unwavering commitment to the sport fuels our desire to give back to the hockey family that has supported us throughout the years.

As we embark on the next decade, Jack's Hockey Wax will continue to innovate, providing players with products that enhance their performance and bring joy to the game. Join us as we write the next chapter of our story, united by our love for the sport and the unwavering pursuit of excellence.



The Secret is in the Sauce



Jack's Hockey Wax has always been known for the tackiness of its wax. Since the early days, we have differentiated ourselves with a secret ingredient we refer to as "The Sauce." A small dose of this tacky potion elevates the basic wax that can be used on any surf or snowboard into a proper hockey wax. At Jack's, a pillar of our company is that "making hockey products is best done by hockey players," which is why we constantly experiment with and improve our wax to give our customers the ultimate level of control on the ice. This core tenant of our company came under threat during the COVID-19 pandemic when the manufacturer of "The Sauce" suddenly went out of business.

As a designer by trade, this is where I stepped in to apply Design Thinking to our problem. By talking to distributors and getting expert insight, we learned about the necessary ingredients and

where to find them. Then, it was off to the Wax Lab for months of experimenting, testing in house, testing with real players on the ice, incorporating feedback into iterations, and testing again until we finally had a recipe that has taken the quality of Jack's Hockey Wax to an even higher level.

Our love for hockey is only matched by our drive to continue delivering the best possible products to the players who share our passion. Using athlete-centered design processes, we know that we will always have the tools to adapt and continue to help hockey players tape, wax, and score with the best gear.



Jack's

Product Lineup

THE BEST WAX
IN THE LEAGUE



Melon
Wax



Bubble Gum
Wax



Pina Colada
Wax



Cherry
Wax



Banana
Wax



Strawberry
Wax

A PRICING GUIDE FOR BULK ORDERS

# of Units	25	50	100	200
Price	\$4.00	\$3.50	\$3.05	\$3.00

COMING SOON



Pine
Wax



Lemon
Wax

TESTIMONIALS



I've been playing hockey for a long time and have been using Howie's wax. After trying Jack's stick wax I wished I knew about Jack's earlier on. The stickiness is perfect for handling the puck and keeping the ice off the blade. Great product.

-Larry Briggs, Former NHL Hopeful, Current Men's League Champion



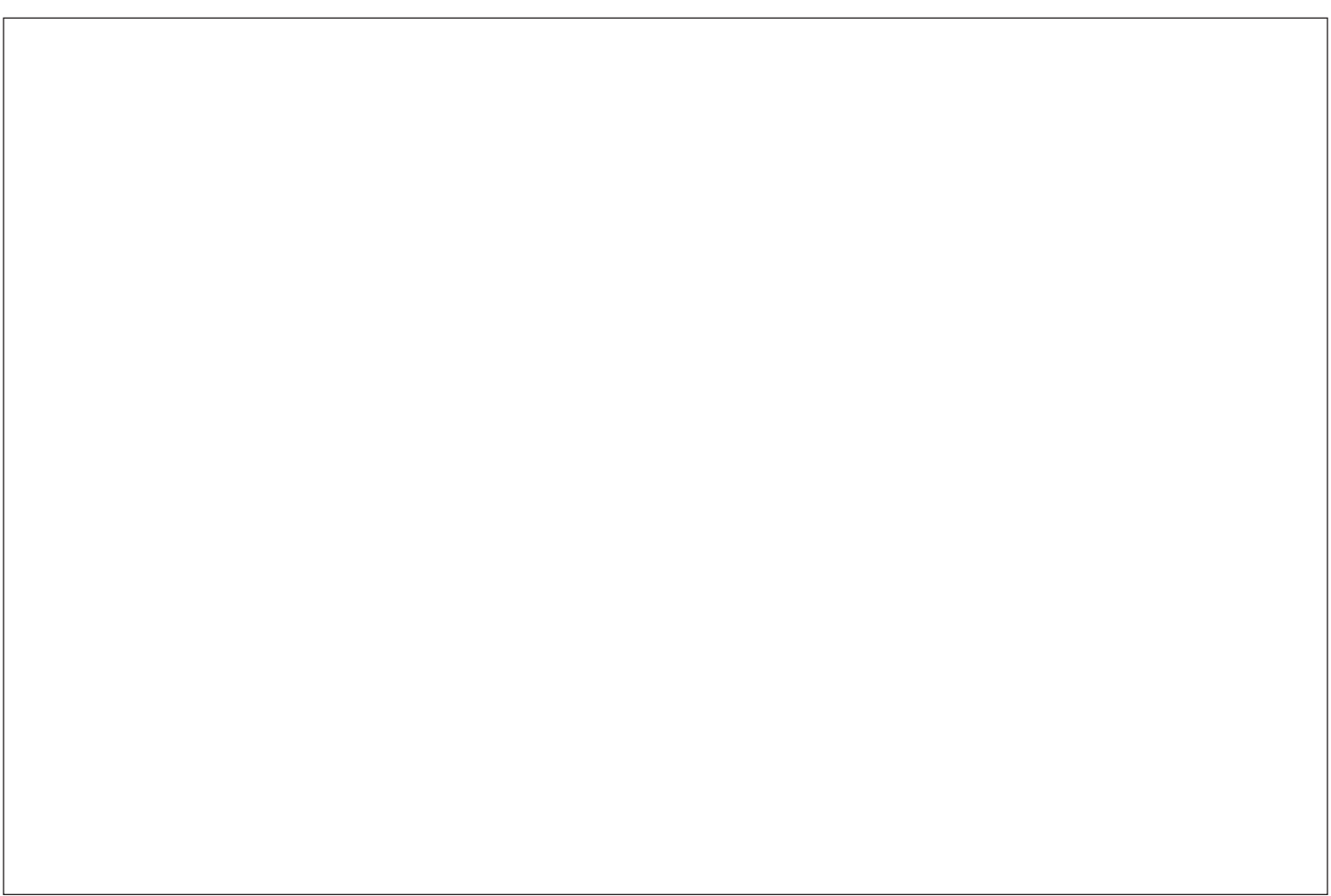
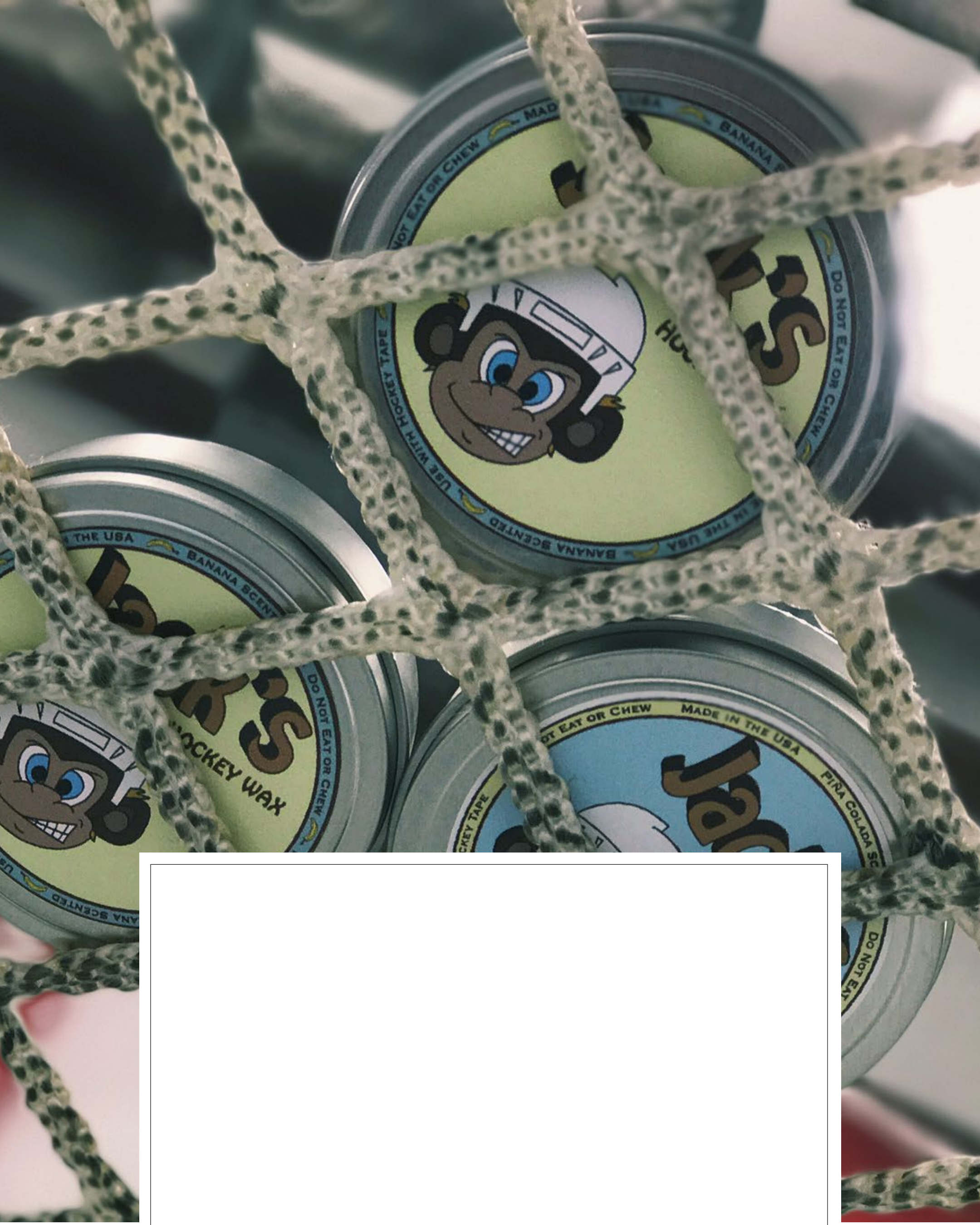
Jack's is the best stick wax that you can get, it's tackier than Howies, holds up great, love the different smell options."

-Chad Gwynn, Former ACHA Hockey Player

IMAGE GALLERY







Jack's
HOCKEY WAX

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Photography provided by Chelsie Jones